Course Name: Business & Cultural Experiences in Vietnam & Thailand

Course Numbers:
- MKT 394 Cooperative Education in Marketing
- MKT 596 Research Issues & Problems
- MKT 796 Independent Study: Marketing
- IDS 397 International Culture & Study Abroad

Credit Hours: 3 (graduate or undergraduate)

Program Fee: $3,395 Vietnam & Thailand
$2,500 Vietnam only

Program Fee Includes: Transportation to and from Vietnam & Thailand, lodging in Vietnam & Thailand; tour guides, program activities and admission fees; Study Away student fee and basic medical insurance; separated costs not available.

Program Fee Excludes:
- Passport and visa fee; some meals and gratuities; misc. personal expenses
- Immunization
- $601.44 MSU tuition for 3 hours of undergraduate credit or $726.00 MSU tuition of graduate credit. Both Missouri residents and non-residents pay the Mo. resident per-credit-hour tuition rate, per University policy.

Applications are due by Friday, Feb. 15, 2013. A nonrefundable deposit of $510 or $375 (for Vietnam only) will be billed to your student account. Please see Application & Payment Procedures for MSU and Visiting Students on reverse.

Interested in going?
Contact the Program Director, Ms. Courtney Pham, Marketing Department, for more information: 836-4124 or CPham@missouristate.edu

Missouri State University Study Away Programs
Jim D. Morris Center for Continuing Education, Suite 403
301 S. Jefferson Ave., Springfield, MO 65806
P: 417-836-6368  E: StudyAway@MissouriState.edu
W: http://international.missouristate.edu/studyaway/
Course Schedule & Itinerary
INFORMATIONAL ORIENTATION
Overview of course and logistics (lodging, transportation, expenses, what to bring, etc)

PRE-TRAVEL CLASS MEETINGS
Review syllabus, course expectations and assignments, introduction to global issues that have short or long-term effects on specific industries.

Monday, March 18, 2013
Preparation for International Travel: student responsibilities as guests in a foreign nation; overview of course content, expectations, and assignments.

Monday, April 1, 2013

Monday, April 8, 2013
Country Snapshots: small group 15-minute presentations: identify and address global issues that have short- or long-term effects on specific industries.

Monday, April 15, 2013
Cultural Insights: small group exercise to assimilate Vietnam as the next tier of emerging markets.

Monday, April 22, 2013
Case Study Presentation: only for graduate students (MKT 796)

Monday, April 29, 2013
International Travel Preparedness: customs, currency, regulated articles, packing list, conduct, and expectations.

STUDY TOUR
Saturday, May 18, 2013
Depart Springfield:
for Ho Chi Minh City, Vietnam

Sunday, May 26, 2013
Depart Vietnam:
for Bangkok, Thailand

Meetings and Field Trips:
Field trips will include various businesses and cultural experiences.

Sunday, June 2, 2013
Depart Thailand:
for Springfield.

POST-TRAVEL CLASS MEETING (TBA)
Focus group regarding program evaluation and recommendations.

Course Credit & Requirements
Students must fulfill the following academic requirements:

A. Attend scheduled meetings before, during and after the program
B. Attend all lectures, presentations and relevant educational excursions provided during the program
C. Participate fully in assigned activities
D. Participate in a post-travel focus group to share feelings about the program and discuss strengths/weaknesses, potential improvements for future programs, etc.
E. Organize, write, and present a 5 to 8 page report based on personal and professional observations and development
F. Maintain a daily reflection journal during the program
G. Individually (or in small groups as required by course enrollment) prepare and lead one small group educational exercise to complement lecture-based material (for pre-travel meetings)

Assessment of Learning
Points A through D above will be evaluated on a “pass/fail” basis. Pending successful completion of these components, students will receive a letter grade based upon:
• Country Snapshot (team based) - 20%
• Cultural Insights (team based) - 20%
• Presentation/Participation (team based) - 20%
• Written Report (individual) - 20%
• Journal (individual) - 20%

PLEASE NOTE: Everyone will receive an “I” (Incomplete) on their report cards for this course at the end of Spring semester. The grade for this course is not assigned until completion of the study tour in Vietnam and Thailand.

Required Text: No text required; however, two optional books are offered for a deeper understanding of global marketing.


World Out of Balance by Paul Laudicina, McGraw-Hill, 2004

Application & Payment Procedures
Missouri State University students and others who are approved by a Program Director may apply. Instructions are included on the program application.

MSU Students: A non-refundable deposit of $510/$375 will be billed to your University account upon application (deadline Feb. 15, 2013). You will receive a second billing on Mar. 15, 2013 and a final billing on April 12, 2013, for the balance of the program fee ($2,885/$2,125). MSU course tuition ($601.44/$726) will be billed to your University account and is due according to your payment plan.

Visiting Students: A non-refundable deposit of $510/$375 (check or money order) must accompany your application (deadline Feb. 15, 2013). A check or money order for the balance of the program fee ($2,885/$2,125) will be due by April 12, 2013. MSU course tuition ($601.44/$726) will be billed to your University account and is due according to your payment plan.

IN ORDER TO ENSURE PARTICIPATION IN THIS STUDY AWAY PROGRAM, THE ENTIRE AMOUNT OF THE PROGRAM FEE MUST BE RECEIVED BY FRI., MAY 3, 2013. PAYMENT CAN BE MADE ONLINE OR AT THE BURSAR’S OFFICE. Estimated program fees are based on rates in effect on the publication date of this flyer and may be subject to change. Program participants agree to a potential increase of up to 10% if rates increase before or during travel.

Cancellation & Refund Policies
• Students who withdraw prior to Mar. 29, 2013 will receive a refund of fees paid, less the $510/$375 deposit and any non-refundable purchases made on his/her behalf.
• If a student is forced to withdraw after Mar. 29, 2013 for a bona fide medical reason, s/he will receive a refund of fees paid, less the $510/$375 deposit and expenses. A certificate of incapacitating illness or injury from a licensed physician is required.
• Students withdrawing voluntarily after Mar. 29, 2013, or withdrawing due to medical reasons not protected under the fees refund policy, receive no refund.
• Once the program has started, no refunds will be issued under any circumstances.
• All notifications of withdrawal must be made in writing and sent to the Program Director and Director of Study Away Programs at the Study Away Office, Jim D. Morris Center, Suite 403. Non-payment of fees does not guarantee automatic withdrawal.
• The program will be cancelled if enrollment is fewer than 7 participants. In this event, students will receive a full refund.